







# Creating Value

You have information that is valuable and useful to local residents and social media is a great place to share it.



NYPD 67th Precinct

@NYPD67Pct

Anyone interested in having graffiti removed from a business or residence can call our community affairs office at 718-287-2530

7/9/2014 5:14:23 PM

1 RETWEETS 3 FAVORITES



NYPD 122nd Precinct

@NYPD122Pct



Following

Severe Thunderstorms predicted for tonite. Drive Carefully don't drive thru flooded areas watch for down wires or fallen trees.

#122pct

Reply Retweet Favourite More

RETWEETS  
4

FAVORITES  
5



3:54 PM - 14 Jul 2014



NYPD Midtown North

@NYPDMTN



Following

Officer Clause will be patrolling for #SantaCon 🎅 on 12/12, so be good for goodness sake! #DontBeABadSanta



RETWEETS  
12

LIKES  
17



7:49 AM - 9 Dec 2015

Manhattan, NY

Santacon NYC, NYPD NEWS, NYPD NOTICIAS and 2 others



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social media is a great



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# Tagging Other Accounts Using the @ Symbol

- Users you mention may retweet the tweet to their followers



NYPD 33rd Precinct

@NYPD33Pct

It's hot! Visit 1 of many [@nycparks](#) pools 2 cool off. Also, help us preserve water @ hydrants, visit [on.nyc.gov/1nZ1Vz4](#)

7/1/2014 2:29:49 PM

0 RETWEETS 1 FAVORITES



NYPD 79th Precinct

@NYPD79Pct

Following

Officer Morales, when he is not airborne, he is making friends. [#nypdconnecting](#)



RETWEETS 10 LIKES 41



2:28 AM - 9 Mar 2017

NYPD 79th Precinct and NYPD NEWS



Bill de Blasio

@BildeBlasio



Following

Pleasure's all mine, [@NYPD24Pct](#) [@NYPDauxiliary](#). Thank you for all you do for us every day!



NYPD Auxiliary [@NYPDauxiliary](#)

Members of [@NYPD24Pct](#) Aux happy to run into Mayor de Blasio today at the St. Patrick's for all parade in [@NYPD108Pct](#)

RETWEETS

8

LIKES

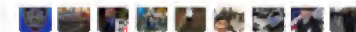
26



3:32 PM - 6 Mar 2016

5

35



3:07 PM - 6 Mar 2016

NYC Mayor's CAU and NYC Mayor's Office

# Engagement

- Twitter should be used for conversation.
- By engaging with one citizen, you are able to influence an entire audience.
- Take a second to look over the profile you are responding to.

Chantal McLaughlin @chantalmclaugh Aug 4  
@NYPD26Pct What was massive #NYPD activity + helicopter about this mom on Claremont Ave? #Haitian #MorningsideHeights

NYPD 26th Precinct  
@NYPD26Pct

Following

@chantalmclaugh On Aug. 4th, at approx 7:05 am, officers responded to calls for help of a man being threatened with a gun. Arrest was made.

RETWEET

1

FAVORITE

1



3:22 PM · 6 Aug 2014



Reply to @NYPD26Pct @chantalmclaugh



Chantal McLaughlin @chantalmclaugh Aug 6  
@NYPD26Pct Thank you for the update! Glad it was resolved safely. Thank you for your brave work

RETWEET

1

FAVORITE

1



NYPD 88th Precinct  
@NYPD88Pct

Following

You tweeted, we listened! Owners have complied and moved their dumpsters off the #BikeLane! @BradyDale #Partnership



RETWEET

29

FAVORITE

42



12:27 PM · 18 Nov 2014





Chantal McLaughlin @chantalmclaugh · Aug 4

.@NYPD26Pct What was massive #NYPD activity + helicopter about this morn on Claremont Ave? #Harlem #MorningsideHeights



NYPD 26th Precinct

@NYPD26Pct



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FAVORITE

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RETWEETS

29

FAVORITES

42



12:27 PM - 18 Nov 2014



# Use Images

- Images are shared more frequently than text tweets.
- Not all tweets should have images – but a good picture goes a long way.
- Ask your officers to send you pictures



Fantastic! PO Wilbourn painting with young Jeremiah at Fred Sams family day. #psa6

Reply Retweet Favorite More



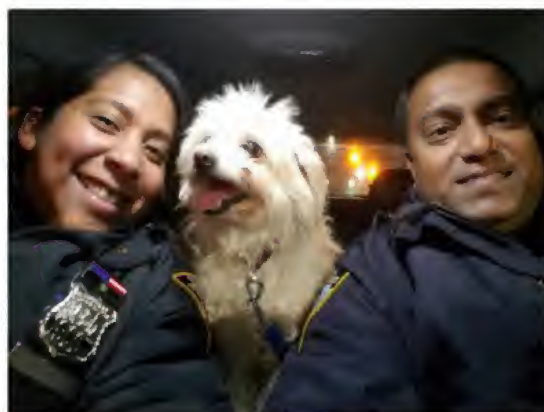
RETWEET 1 FAVORITE 1

12:53 PM · 19 Jul 2014

11sq media



Unattended in a car, doggie is rewarded with a patrol ride-along with POs Carcamo & Husain & reunite with owner



RETWEETS 19 LIKES 73

2:45 AM · 19 Dec 2016

6 19 73

NYPD 112th Precinct @NYPD112Pct Oct 31  
These items, which we recovered, were all left in cars over night! Please take your valuables with you when you park



1 1

View more photos and videos



NYPD Housing PSA 6  
@NYPDPSA6



Following

Fantastic! PO Wilbourn painting with young Jeremiah at Fred Sams family day. #psa6

Reply Retweet Favorite More



RETWEET  
1

FAVORITE  
1



12:53 PM - 19 Jul 2014

Flag media



NYPD 83  
@NYPD83P

Unattended  
patrol ride-a-  
& reunite wi



RETWEETS  
19

LIKES  
73

2:45 AM - 19 Dec 2016

6

19



Following



**NYPD 83rd Precinct**   
@NYPD83Pct

Following



Unattended in a car, doggie is rewarded with a patrol ride-along with POs Carcamo & Husain & reunite with owner



RETWEETS

19

LIKES

73



2:45 AM - 19 Dec 2016



6



19



73

Flag media



**NYPD 112th Precinct**

These items  
take your valu



 **NYPD 112th Precinct** @NYPD112Pct · Oct 31

These items, which we recovered, were all left in cars over night! Please take your valuables with you when you park

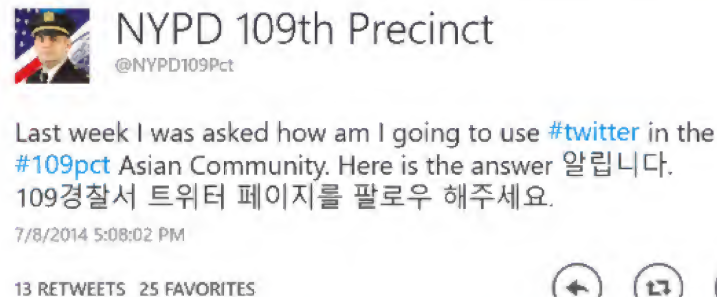


[View more photos and videos](#)



# Localize

Make sure your Tweets are relevant to the community by providing localized content.



RETWEETS

5

FAVORITES

5



## NYPD 109th Precinct

@NYPD109Pct

Last week I was asked how am I going to use [#twitter](#) in the [#109pct](#) Asian Community. Here is the answer 알립니다.  
109경찰서 트위터 페이지를 팔로우 해주세요.

7/8/2014 5:08:02 PM

13 RETWEETS 25 FAVORITES







NYPD 101st Precinct  
@NYPD101Pct



Following

Good morning #Rockaway residents  
It's #TBT Rockaway Beach in the 1950's.  
@NYPD100Pct



RETWEETS  
5

FAVORITES  
5







NYPD 78th Precinct @NYPD78Pct · Nov 8

The 78 pct adds a park bench to our bike corral @CommissBratton @BrooklynSpoke @NYPDCommAffairs @NYPDnews



10



13



[View more photos and videos](#)



# Personalize

Many New Yorkers don't know any police officers personally. Use Twitter to introduce the men and women behind the badge.



Why so serious?!? Do what you love & you will never work a day in your life, enjoy every moment. #YouChoose : ) :



RETWEETS 21 LIKES 89

8:57 AM - 24 May 2016



Meet our receptionist Cheryl. Always here to assist.

Reply Retweet Favorite More



RETWEETS 1 FAVORITE 1

7:21 AM - 16 Jul 2014

Flag media



We traded jackets with some kids who told us they thought cops are scary. #itsjustacoat #copsandkids





NYPD 101st Precinct  
@NYPD101Pct

Following

Why so serious?!? Do what you love & you will never work a day in your life, enjoy every moment. [#YouChoose](#) : ) :



RETWEETS  
21

LIKES  
89



8:57 AM - 21 May 2016



NYPD 52nd Precinct  
@NYPD52Pct

Meet our re  
to assist.

Reply Retweet



RETWEET  
1

FAVORITE  
1

7:21 AM - 16 Jul 2014





NYPD 52nd Precinct   
@NYPD52Pct



Following

Meet our receptionist Cheryl. Always here to assist.

 Reply  Retweet  Favorited  More



RETWEET  
1

FAVORITE  
1



7:21 AM - 16 Jul 2014

Flag media



NYPD  
@NYPD52Pct

We trade  
they tho  
#copsan



Following



NYPD Housing PSA 7

@NYPDPSA7



Following

We traded jackets with some kids who told us they thought cops are scary. [#itsjustacoat](#)  
[#copsandkids](#)



Flag media



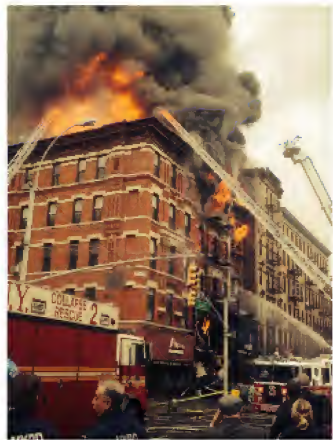
# Timing is Everything

In an emergency, all eyes are on us - both on and offline. A well timed Tweet will ensure our message is spread far and wide when we need it the most

**NYPD 9th Precinct** @NYPD9PC1 Following

Building fire & partial collapse have 2nd Ave & surround closed. Massive response from multiple agencies @FDNY #nypd

Manhattan, NY



RETWEETS 83 FAVORITES 45

12:33 PM · 26-Mar-2015

**NYPD Midtown North** @NYPDMTN Following

Please avoid the area of Columbus Circle until further notice.

**Police Activity.**  
PLEASE AVOID THE AREA

Continue to follow @NYPDMTN for further updates.



REPLIES 145

LIKES 80



POLICE LINE DO NOT CROSS  
POLICE DEPT.

**NYPD Midtown North** @NYPDMTN Following

Darth who? Sith what? No carry permit, no weapon! Be safe & enjoy #StarWars #ForceAwakens #MayTheForceBeWithYou





NYPD 9th Precinct

@NYPD9Pct



Following

Building fire & partial collapse have 2nd Ave & surround closed. Massive response from multiple agencies @FDNY #nypd

Manhattan, NY



RETWEETS

83

FAVORITES

45



12:33 PM - 26 Mar 2015



NYPD Midt

@NYPDMTN

Please avoid  
further notice

**Police Ac**

PLEASE AVOID TH

Continue to follow

RETWEETS

145

LIKES

80





NYPD Midtown North

@NYPDMTN



Following

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PLEASE AVOID THE AREA

Continue to follow @**NYPD**MTN for further updates.



POLICE LINE DO NOT CROSS  
POLICE DEPT.

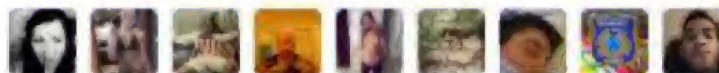
@**NYPD**MTN  
www.nys.gov/nypd

RETWEETS


145

LIKES

80





NYPD Midtown North   
@NYPDMTN



Following

Darth who? Sith what? No carry permit, no weapon! Be safe & enjoy [#StarWars](#)  
[#ForceAwakens](#) [#MayTheForceBeWithYou](#)





# Be authentic and funny (expectations are low...)

- Funny tweets are more likely to be shared
- Don't say anything you wouldn't say in any other public forum



**NYPD 1st Precinct**   
@NYPD1Pct

Enjoy the #MemorialDay BBQ!



But #DontDrinkAndDrive!



**NYPD 62nd Precinct**   
@NYPD62Pct

Tip: Don't park at a fire hydrant when you have all of this in your car.. Great job to Sgt Berson & Det Bobrowska

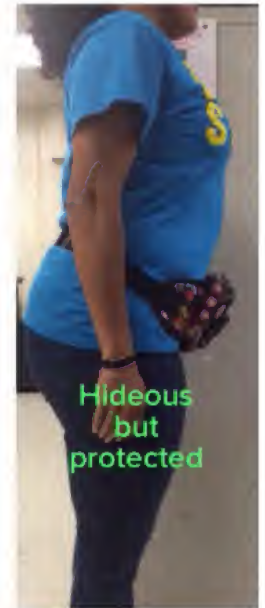


RETWEETS 15 LIKES 36



**NYPD 24th Precinct**   
@NYPD24Pct

Summer=crowds. Protect your stuff. We @ 24 r not the fashion police but fanny packs present a special case.



RETWEETS 600 LIKES 567

11:39 PM - 21 Jul 2015



**NYPD 1st Precinct** ✓  
@NYPD1Pct

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But **#DontDrinkAndDrive!**




Tip  
all  
& D



RETWEET  
15





NYPD 62nd Precinct   
@NYPD62Pct



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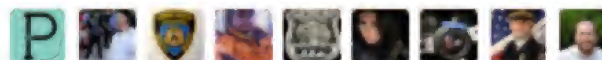


RETWEETS

15

LIKES

36



any other



NYPD 24th Precinct  
@NYPD24Pct



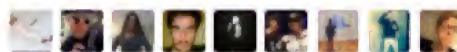
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RETWEETS  
600

LIKES  
567



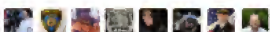
11:39 PM - 21 Jul 2015

nct



Following

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# Bonus tips

Tag your neighborhood

Don't use jargon

Do your offline work

Contact us anytime

Show your personality !



**NYPD 67th Precinct**   
@NYPD67Pct



Following

As I wipe tears from my eyes I'm overwhelmed by the outpouring of support from around the country. On behalf of the entire [#NYPD](#) I thank you



RETWEETS  
3,636

FAVORITES  
4,063



4:00 PM - 20 Dec 2014



sfpd richmondstation @sfpdrichmond · May 18

Officers just arrested a naked man in the bison paddock in GG Park. The bison seemed unimpressed

or...



sfpd richmondstation @sfpdrichmond · Dec 7

Between 11/30/13, 9pm and 12/01/13, 9:45am on the 1900 block of Clement St, a suspect hopped the fence to the... [fb.me/1wvO91a1u](https://fb.me/1wvO91a1u)

?





sfpd richmondstation @sfpdrichmond · May 18

Officers just arrested a naked man in the bison paddock in GG Park. The bison seemed unimpressed



67



50



sfpd richmondstation @sfpdrichmond · Dec 7

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**Boston Police Dept.** @bostonpolice · Jul 17

INVESTIGATION: BPD Requests Public's Assistance in Identifying Larceny Suspect [bpdnews.com/news/2014/7/17...](http://bpdnews.com/news/2014/7/17...)

or...



**Boston Police Dept.** @bostonpolice · Jul 15

Boston Police Seeking Public's Help to Identify Witnesses & Obtain Smart Phone Footage of an Incident Downtown  
[bpdnews.com/news/2014/7/15...](http://bpdnews.com/news/2014/7/15...)

?





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18



4



Boston Police Dept. @bostonpolice · Jul 17

INVESTIGATION: BPD Requests Public's Assistance in Identifying Larceny Suspect [bpdnews.com/news/2014/7/17...](http://bpdnews.com/news/2014/7/17...)



6



4





LAPD HQ @LAPDHQ · Jul 22

65-year-old Man Missing [bit.ly/1pAG6qn](https://bit.ly/1pAG6qn)



LAPD HQ @LAPDHQ · Jul 21

#LAPD New: #Missing - Asking for the public's help in locating Ik Lee, a 84yr old Man . [bit.ly/Wsjhwv](https://bit.ly/Wsjhwv)



Ik Lee



